

Social Media & Voter Engagement

Engaging on social media is a low-effort way to raise awareness of your voter engagement efforts on campus and to encourage signups through your institution's TurboVote site. Here are a few effective strategies to get you started:

Before...

Establish measurable campaign goals, a timeline, target audience, hashtag, and a means for analysis

During...

Engage and respond to participants, post regularly, track progress and adapt

After...

Measure success, host a retrospective, act on next steps (i.e. build relationships!)

Prepare your social media posts ahead of scheduled events. If you know of a tabling day or a registration competition between on-campus organizations, plan the social media content and posting times beforehand and post them before the events take place.

Post to your social media channels regularly. Posting multiple messages on different days increases the chances your followers see what you have to say. Consider posting once or twice a week over a period of 1 or 2 months.

Be direct and be brief. Those subscribing to your social media channels are likely to see your post for only a brief time, so use concise language to emphasize your meaning. For example, "Today is National Voter Registration Day! Visit our TurboVote site to register to vote and sign up for free election reminders. [insert link here.]"

Include a call to action. Social media can foster conversation as well as action. Asking your followers to participate in a voter registration competition with a rival school or check their registration status through the county website, for instance, can produce greater results than passively distributing information.

Use simple hashtags in your posts to create an easy avenue for campus interaction across platforms. For example, #NVRD, #yourschoolname/mascotVotes, or #TurboVote.

Visual content, such as photos and videos, create a more compelling and engaging social media post. Post digital posters for campus registration events, photos of your school mascot using TurboVote, or a short video of students talking about why registering to vote is important to them. Putting faces to your campaign helps students/faculty feel a part of it!

Encourage faculty and staff from different areas of your institution to promote your efforts on their social media platforms in order to engage a more diverse audience and create a "surround sound" on people's feeds. If appropriate, tag other departments to gain a wider audience. Also, feel free to tag @TurboVote on Facebook and Twitter.

The TurboVote Wall of Fame



 TurboVote added 3 new photos.
Published by Emily Giffin [?] · March 15 · 🌐

This primary election day we're celebrating Kevin, superstar TurboVote implementer at Stetson University and part-time Uncle Sam!

We ❤️ Kevin's dedication to both civic engagement and, of course, bowties. Happy voting, Floridians, and happy #BowTieTuesday!

Register to vote with **TerpsVOTE**

Registration Deadline: April 5th

ter.ps/terpvote



A graphic created at the University of Maryland to promote their #TerpsVote campaign



Check out this promotional [video](#) for #CollegeDebate16 featuring students from Dominican University of California

 SetonHallSGA
@SetonHallSGA

Don't forget to vote today!! #Vote2015
#ElectionDay @TurboVote 🇺🇸

RETWEETS 12 LIKES 5

10:26 AM - 3 Nov 2015

TAPP + TURBO VOTE =

 TAPP @TAPPMizzou · Feb 14
mizzou.turbovote.org/m/register
Roses are red, TAPP is cool, TurboVote is easy, this isn't a poem.